

Accomplishments of the EAST
(Environmental Audits for Sustainable Tourism)
Project-Jamaica

**Environmental Management
Systems for Tourism Services**

EAST Project

- **Duration:** Phase 1 August 1997 - September 1998. Phase 2 September 1998 - March 31 1999. Phase 3 June 2000 -September 2003
- **EAST is a project of the Jamaica Hotel and Tourist Association (JHTA) with a small component for the Manufacturing sector, with funding support from the U.S. Agency for International Development (USAID).**
- **EAST is designed to help Jamaican hotels implement effective environmental management systems (EMS).**

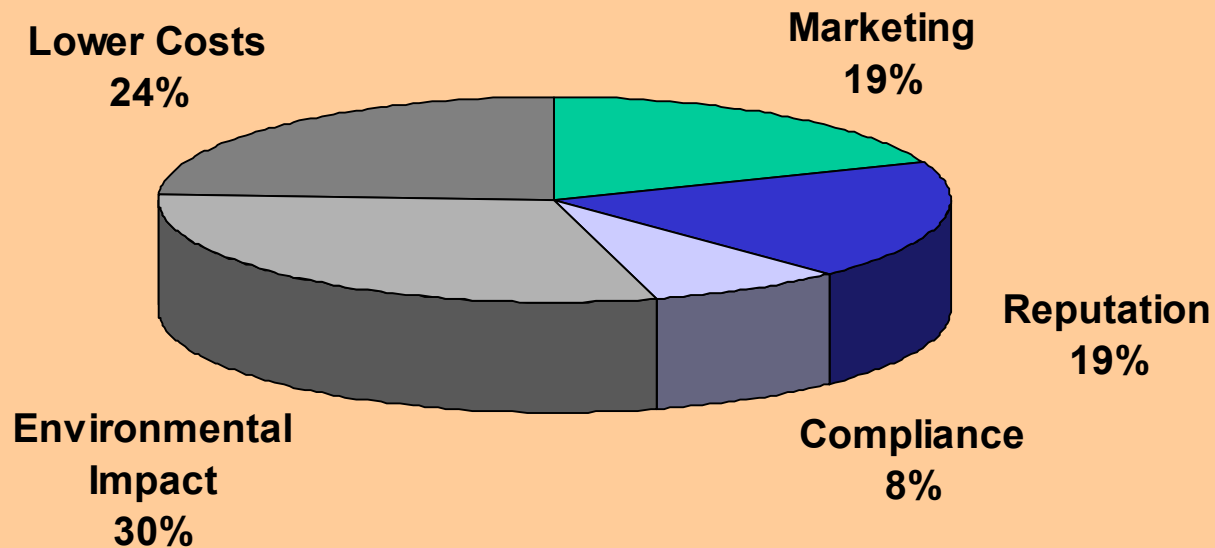
Specific Objectives of EAST

- **To initially conduct EMS audits in a representative number of hotels and attractions. To develop greater awareness of the benefits of EMS in the Jamaican tourism and manufacturing industries.**
- **To assist the hotels in achieving GREEN GLOBE certification and help prepare the manufacturing sector for ISO 14001 certification.**
- **To train hotel managers and staff on the benefits of implementing EMS in their operations**
- **To train Jamaican consultants on EMS auditing techniques.**
- **To help implement, finance, and demonstrate selected audit recommendations in participating hotels.**

Hotel Environmental Management System (EMS)

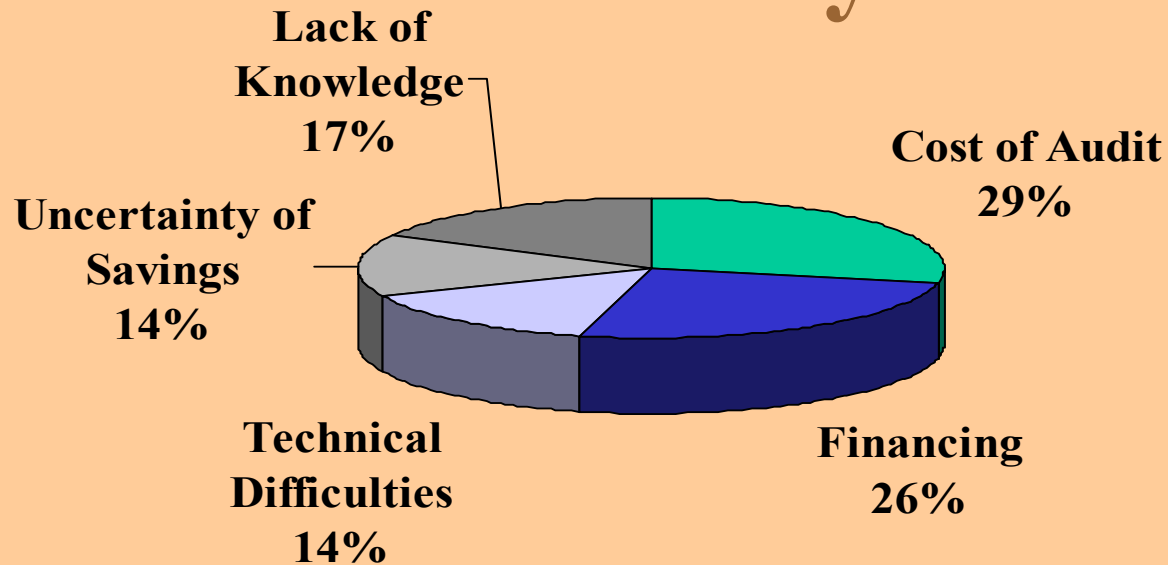
- **An EMS is a comprehensive organizational approach designed to achieve environmental care in all aspects of operations.**
- **An effective EMS can help a hotel:**
 - **assure guests of commitment to environmental management**
 - **set and achieve environmental objectives**
 - **enhance image and market share**
 - **improve efficiency and reduce costs**

Top Reasons Why Hotels Choose to be “Environmentally Friendly”



Source: EAST survey of Negril Hotels, 1997

Top Perceived Barriers to Becoming “Environmentally Friendly”



Source: EAST survey of 17 Negril Hotels, 1997

EAST Environmental Management Audits

- **The EAST project audited 20 Jamaican hotels. Property size ranged from 15 to 200 rooms.**
- **Audits focused on:**
 - **energy use**
 - **water use**
 - **wastewater generation**
 - **solid waste generation**
 - **use of chemicals**
 - **management and staff practices**

EAST Audits - General Findings

- **Inefficient use of water**
- **Inefficient use of energy**
- **Excessive and unnecessary use of chemicals**
- **Excessive solid waste generation**
- **Staff operating procedures are not followed or enforced**
- **Poor (or no) monitoring**

Report Performance Summary

- **Sample savings: Water**

• Property	Water savings	J\$ savings
• Sea Splash	680,000IG	214,5000
• Negril Cabins	1,134,000IG	357,000
• Foot Prints	584,000IG	184,5000
• Negril Gardens	979,000IG	307,000

- **(It is important to note that the bulk of these savings was achieved without investing in any new equipment)**

Performance Summary Report

- **These water savings can were attributed mainly to no-cost or low-cost operational changes such as:**
- **creation of monitoring programme**
- **improved detection and prompt repair**
- **improved water conservation practices by departments**
- **improved preventative maintenance programmes**
- **improved staff awareness**

Performance summary report cont'd

- **Sample savings - Energy**

• Property	Energy savings	J\$ savings
• Sea Splash	78,200kWh	367,000
• Foot Prints	28,300kWh	101,000
• Negril Cabins	28,300kWh	133,000

- **(It is important to note that the bulk of these savings was achieved without investing in any new equipment)**

Performance summary report - Conclusion

- **Sound Environmental practices spells “PROFIT”**
- **Lax hotels are now “getting the ball rolling”**
- **The leading 7 hotels are now assisting other hotels**
- **EMS have helped greatly in guiding management**
- **EMS is key element to improve environmental performance**
- **Hotels pay high price for neglecting environmental performance**

Achievements of EAST and for taking the “Green” Initiative

- **“Greening Negril 2000” was designed by EAST and launched in January 1998 in collaboration with the GREEN GLOBE Certification programme.**
- **Objective: Establish programs to maintain, protect, and improve Negril’s natural environment.**
- **Main activities: Phase 1-Auditing and establishing EMS in hotels: hotel guest and staff awareness program, community outreach**
- **Phase 11- Community education program, recycling projects, plant-a-tree programme, linkages with NGO’s and Environmental Organizations/Agencies.**

Achievements of EAST cont'd

- **75% hotels audited in EAST Project at various stages of implementing EMS and preparing for Certification**
- **Because of the successes, EAST Project now island-wide**
- **Pt. Antonio preparing to work for GREEN GLOBE Destination status**
- **Material supplied to JHTA for Environmental Libraries in all resort areas**
- **Major Caribbean hotel chains now committed to certification programme based on reports of EAST project**

Achievements of EAST cont'd

4 Jamaican hotels first in the world to be GG Certified

2 EAST Hotels awarded CHA's top environmental awards

Partnership Programme developed between Canadian Pacific Hotels and JHTA through EAST Project

JHTA looking at developing “Green Hotel” Marketing Programme with the assistance from EAST and GG

EAST Project/JHTA to help facilitate establishment of “Green Tourism Network” in partnership with Government

Government looking at further incentives for importing “environmentally friendly products and equipment”

Achievements of EAST cont'd

- **Audited and certified hotels realizing considerable reductions in operating costs**
- **Increased networking among small hotels**
- **Small hotels cooperating on joint environmental initiatives**
- **GREEN GLOBE assisting in marketing and promoting certified hotels**
- **Government taking strong position on environmental issues within the tourism sector**

Achievements of EAST cont'd

- **JHTA Allied Members/Suppliers seeking information on “environmentally friendly” products**
- **EAST Model being used in the Eastern Caribbean - CAST**
- **EAST model being used in Egypt**
- **St. Lucia, Dominica, The Cayman Islands and The Bahamas have at various stages of implementing the EAST Model in their countries.**
- **EAST Project getting international coverage through Travel Trade and Environmental Publications**
- **Jamaica now positioning as a “Green Destination”**

The Next Step.....

- **The tourism sector will continue upgrading hotels and attractions and begin developing closer links with other sectors such as agriculture, manufacturing and education in addition to greater cooperation and collaboration with Regional Organizations and Institutions.**

The Next Step.....

- **Establishing Environmental Leadership Programme for the Tourist Industry**
- **Establish Runaway Bay HEART Academy (Hotel Training Institute) as a model for Sustainable Tourism**
- **Additional audits for hotels and attractions**
- **EMS training for hotel managers**
- **EMS Training for Manufacturing sector - ISO14000 (EAST/CWIP/JBS)**

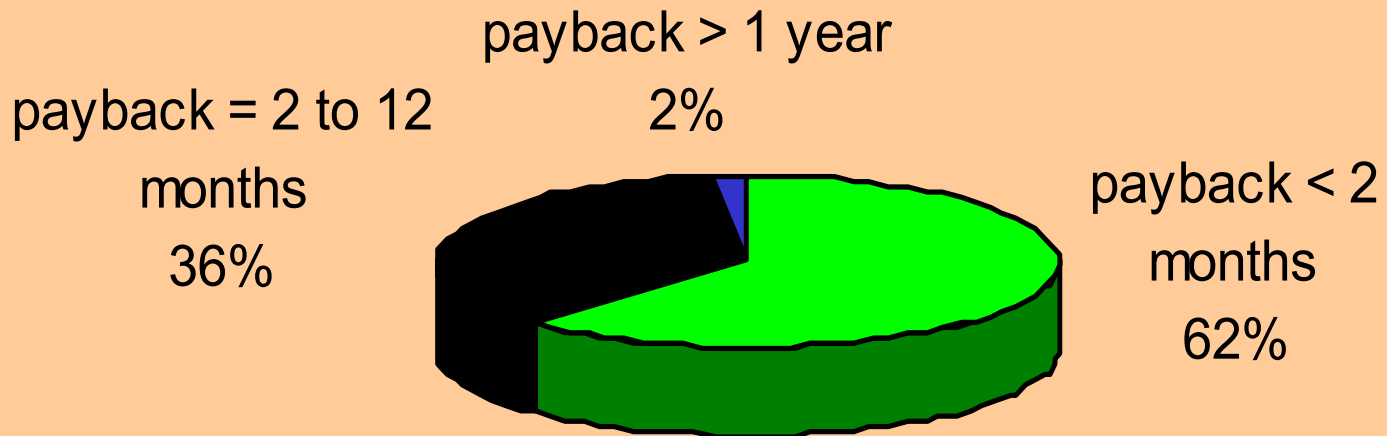
The Next Step.....

- **Economic Growth and Investment Plan to support Sustainable Development in Portland through the Green Destination Programme**
- **Through the Jamaica Manufacturing Association develop a Environmental Leadership Programme for the Manufacturing sector**
- **Develop an “Environmental Investment Fund”**

Statistical Data

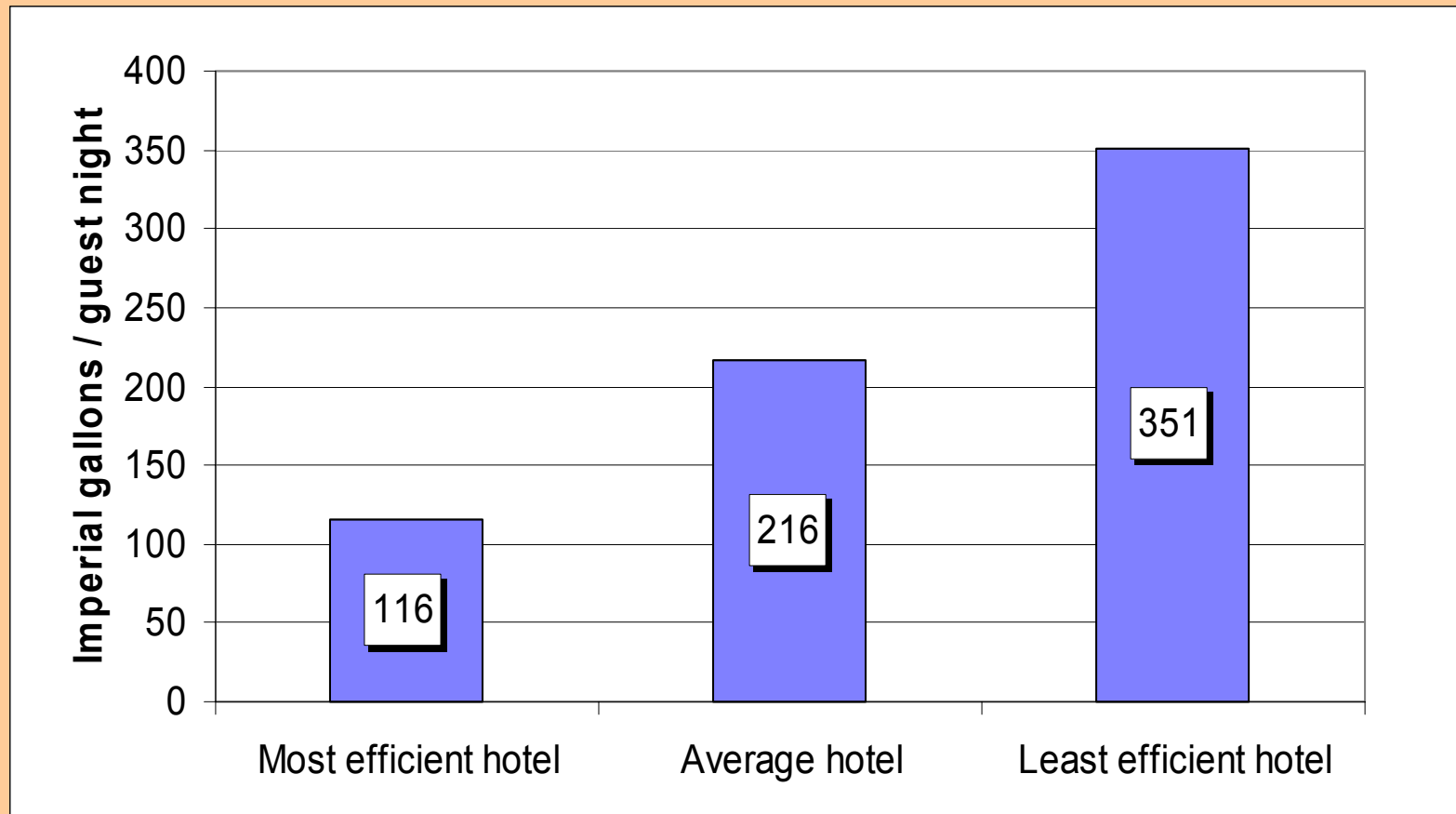
Summary of EAST Audit Results for an Average Jamaican Hotel

Breakdown of recommendations by payback



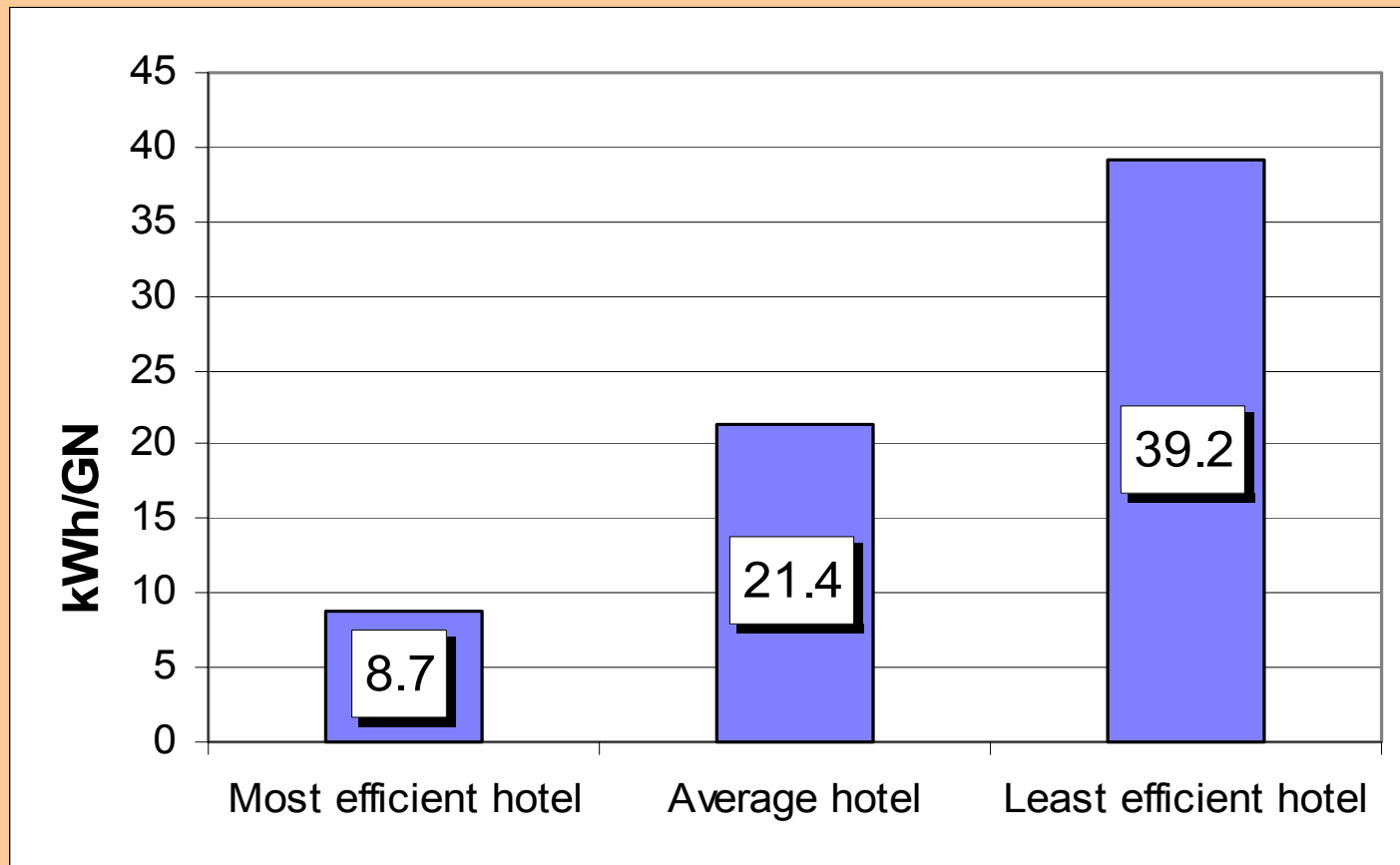
EAST Audits - General Findings

- Water use in properties audited by EAST
 - Property size ranges from 15 to 70 rooms



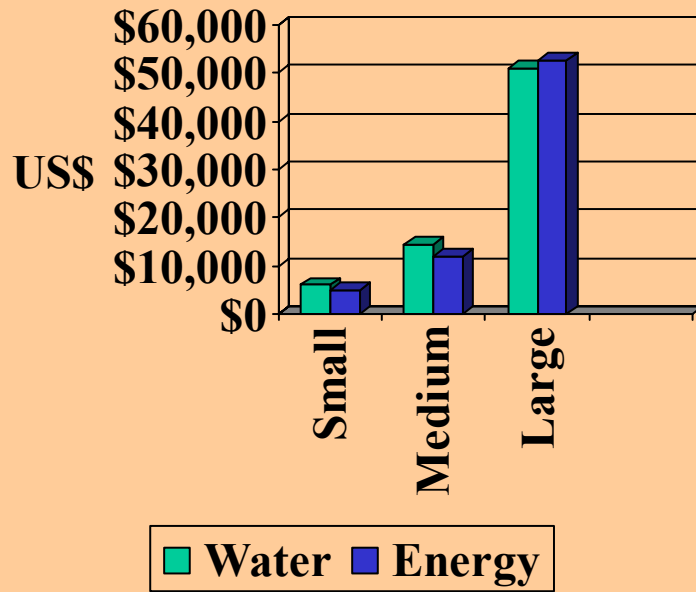
EAST Audits - General Findings

- Electricity use in properties audited by EAST
 - Property size ranges from 15 to 70 rooms



EAST Audits - Potential Savings

Estimated Annual Savings



Small Hotels

- Less than 30 rooms
- Average size = 20 rooms

Medium Hotels

- 30 to 100 rooms
- Average size = 48 rooms

Large Hotels*

- Greater than 100 rooms
- Average size = 194 rooms
- Includes audits performed outside EAST